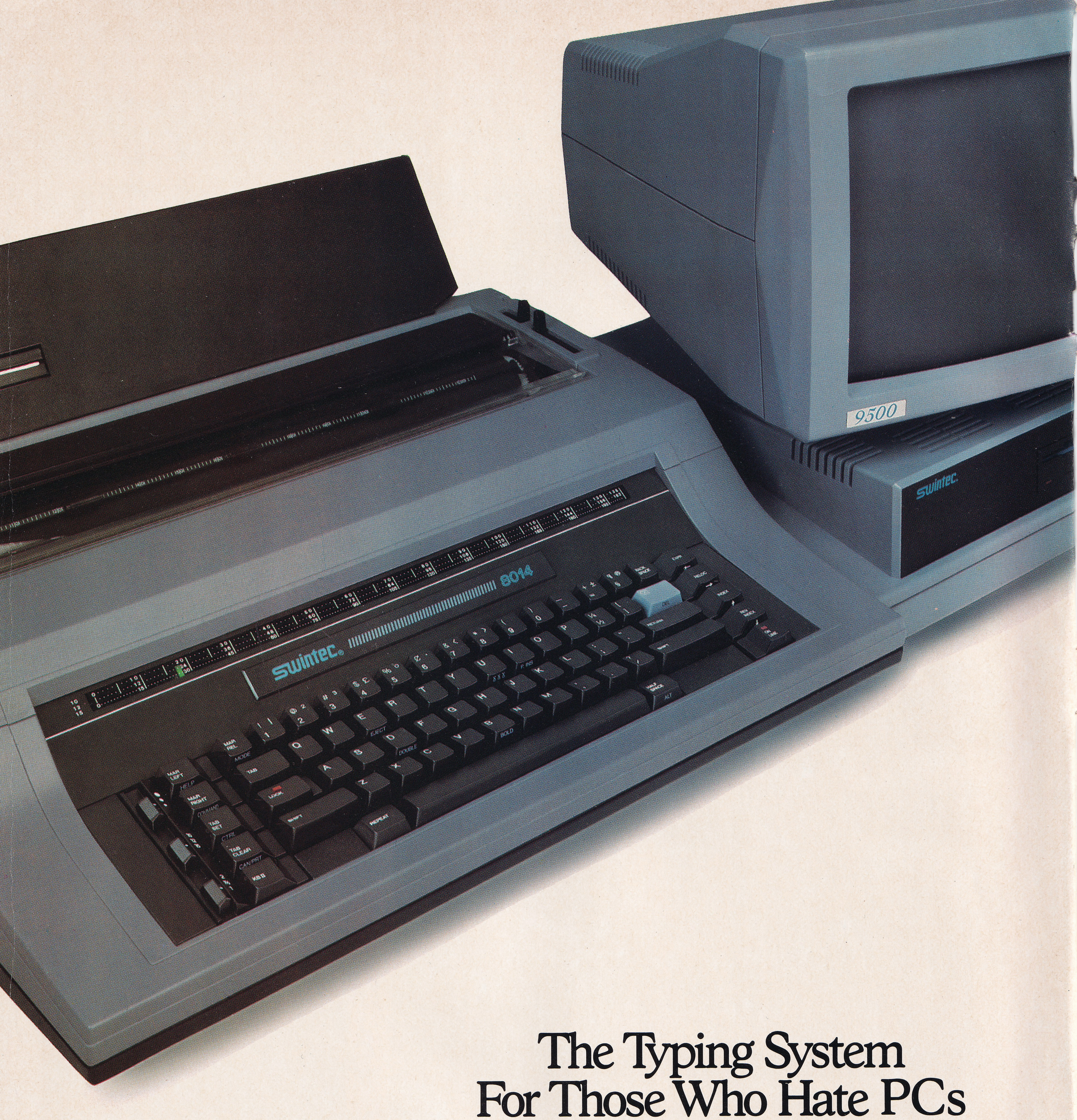
FIRST
IN
DEALER
RELATIONS
AND
SUPPORT
swintec®
CORPORATION
We Made It

ADVERTISING SUPPLEMENT



The Typing System For Those Who Hate PCs

Now don't get us wrong. PCs serve their purpose. But there's one itty bitty fact that seems to have been overlooked. Not everyone is a computer maven.

We know that our powers of observation are far from overwhelming. But, unlike most companies, Swintec's actually done something about it, by introducing the 9500 Typing System.

The Swintec 9500 uses an electronic typewriter for input. Not some newfangled keyboard. (What else would you expect from a typewriter company?) There're no special programs to load, no special screen codes to work out, either. Just a few command menus that get people right into creating, editing, formatting, and printing text.

Good news for those who'd rather produce memos than grapple with unwieldy operations manuals.

The thing is, Swintec's 9500 is so advanced, people could easily mistake it for, well, someone else's. Which just wouldn't be right. Because no typing system is easier to use.

Surprised?

We're Swintec.

We made it.

swintec®
We Made It

320 West Commercial Avenue, P.O. Box 356, Moonachie, NJ 07074, 201-935-0115, 1-800-225-0867
SWINTEC Canada, Ltd., 15 West Pearce St., Unit #11, Richmond Hill, Ontario, Canada, L4B 1H6, 416-764-3030, 1-800-263-5869 (Canada Only)

swintec®

Dear Business Executive:

There's a very good reason why Swintec is a leader in the typewriter market: The Swintec name stands for quality and value.

Our growing family of loyal customers will vouch for that. Swintec is dedicated to making the best typewriters on the market. Typewriters are our main business, so we put a lot of time and money into researching, designing and manufacturing our machines.

That investment pays off in high-quality, state-of-the-art products that meet your changing needs. Swintec typewriters consistently rank among the best in the market in independent surveys. Last year, four Swintec typewriters were among the five most highly rated products in Datapro's user survey of electronic typewriters.

With so much care going into our typewriters, we're very particular about how we sell them. We have one of the best distribution networks in this business—2,000 dealers who can serve your company's needs from coast-to-coast. And larger companies with multiple locations can take advantage of the Swintec National Accounts Program (SNAP), which offers special pricing, prompt delivery and coordinated on-site dealer support.

Swintec dealers are office systems professionals. They can recommend—and support—the typing solutions that are right for your firm's needs. They stand behind our products, and we back them all the way.

We don't cut corners, and we don't compromise on quality. When you see the Swintec name on a typewriter, you can be sure that machine will stand up to the heavy demands of the everyday business world.

Like you, we're professionals. Like you, we're in this business for the long haul. When you need us, we'll be there. Isn't that the kind of company you want as your partner?
So, when you're in the market for a typewriter, buy the best.
Buy Swintec.

Sincerely,

Dominic Vespia, President

- ADVERTISEMENT -

swintec®

A Success Story

The formula for successful selling includes two key elements: a quality product and a professional organization to sell and service that product.

Swintec has this formula down pat.

"Our strategy has always been to provide high-quality products at the right price," explains Dominic Vespia, president of the Swintec Corporation. "And we rely on a nationwide network of office machine dealers to sell and service these products. These dealers are professional businesspeople, and they are the backbone of the Swintec organization."

And what do these office machine dealers have to say about Swintec's line of electronic typewriters? They have paid these machines the greatest compliment any product can receive: They say the products sell themselves.

A recognized leader

This formula has worked remarkably well for the 10-year-old firm: Its sales have skyrocketed from $1.8 million in 1978 to $44 million last year.

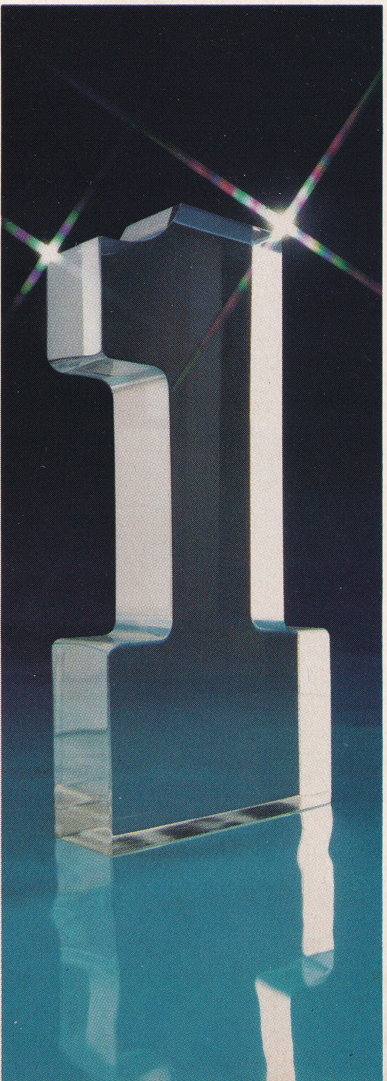
Swintec was established in 1978 as a manufacturer and marketer of electronic calculators. Then, in 1982, the firm introduced its first electronic typewriter, the 1146CM.

Since then, Swintec has become a recognized leader in the electronic typewriter industry. And that recognition has come from a number of sources.

For example, *Inc.* magazine has listed Swintec as one of the 500 fastest growing privately held companies in America—for the last four years.

Last year, four Swintec products were among the five most highly rated products in Datapro Research Corporation's survey "User Ratings of Electronic Typewriters." In the same year, Dataquest ranked Swintec third among all electronic typewriter manufacturers in terms of product shipments.

In a survey conducted by *Office World News*, a leading news publication serving the dealer market, dealers rated Swintec the number-one typewriter manufacturer in five out of seven categories: product quality, pricing structure, technical support, delivery and overall dealer relations. And Swintec came in first in the composite rating.



But dealers aren't the only ones who recognize the superior quality of Swintec's electronic typewriters. The General Services Administration (GSA) awarded Swintec its 1988 domestic single-source contract for electronic typewriters. This is the second time Swintec has beat out much larger competitors for the GSA contract.

Last, but certainly not least, Swintec received seven awards of excellence from the National Office Machine Dealers Association (NOMDA) this past May. The firm received awards in seven out of nine categories based on a vote of NOMDA dealers in the first annual NOMDA Manufacturers and Distributors Awards.

The seven categories are profitability of line; sales training and support; competence of manufacturer/distributor representatives; distribution practices; fair and equitable agreements; parts support; and administrative support.

Enhancing products

Swintec products clearly rank with the best. But what makes them so good?

Part of the explanation is that electronic typewriters constitute Swintec's major product offering. They're not just a sideline. So a lot of thought and planning goes into their design and manufacture.

Swintec does far more than just assemble its typewriters: The firm does its own software design. Its research and development (R&D) group is constantly working to re-

You Asked For It

We always listen to our dealers. So when you told us how much you missed the multi-function, twelve digit Swintec 212PD calculator, we just had to reintroduce it.

You said your customers really appreciated 212PD's flexible standard features and its simplicity of operation. So what could we do? We just had to put the 212PD calculator back in our line. Come visit us at NOMDA booth #314 and see all our top quality Swintec products for 1988. We have everything you're looking for.

swintec 212PD
123,456,789,012.
FEED
GPM
GT

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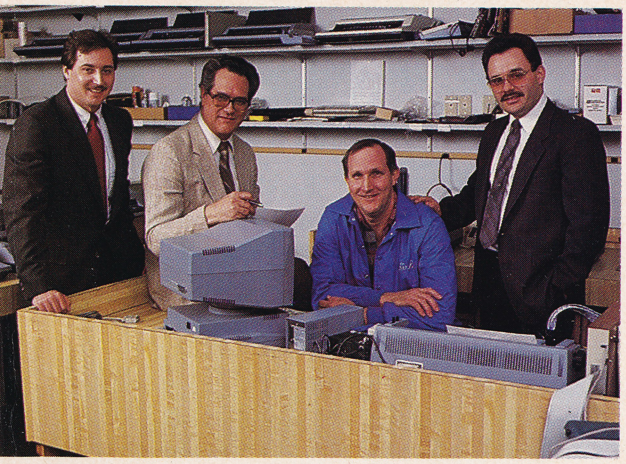


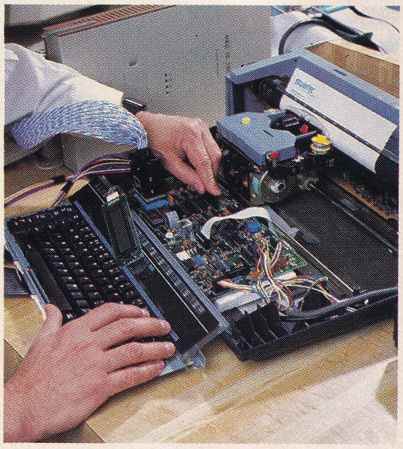
Swintec's research and development team:(from left to right) Mike Mastrangelo, Pedro Palleija, Karl Hoffmann and Cesar Jimenez.

fine and enhance its products.

Mike Mastrangelo, of research and development at Swintec headquarters, explains how this process works. He says that when the 8014 KSR electronic typewriter was first introduced, it was a standalone unit.

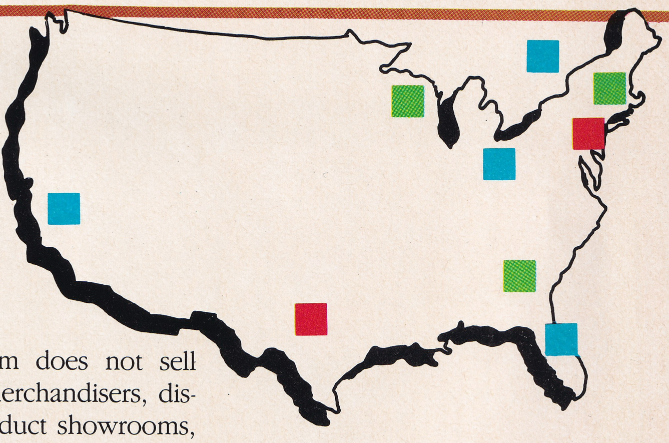
But software design upgrades completed by the R&D group have made the machine compatible with the newer, screen-based 9500 typing system. So the 8014 KSR can be used as an input device for the 9500 or as a letter-quality printer, as well as serving as a standalone electronic typewriter.

But even this dedication to continually improving its products is not the whole story behind Swintec's success. The firm's distribution program plays a crucial role.



Swintec does more than just assemble typewriters. Its R&D group adds value to these machines by designing the software.

Distribution Centers & Dealers: A Winning Team



Swintec's distribution program owes its success to its factory distribution centers (FDCs) and dealers.

The firm has nine factory distribution centers. Eight are in the continental United States, and one is in Canada.

The factory distribution centers are located in California, Florida, Georgia, Massachusetts, New Jersey, Ohio, Ontario, Texas and Wisconsin. Each FDC serves dealers in its geographic region.

Swintec's dealer family is much larger. It consists of 2,000 authorized, independent office machine dealers located in the U.S. and Canada, as well as in Central and South America.

Swintec is completely loyal to its dealers. The firm does not sell through mass merchandisers, discount office product showrooms, mail-order merchants or any other channels that would compete with dealer sales.

That loyalty pays big dividends. According to Vespia, the close, committed relationship between Swintec and its authorized dealers builds mutual confidence and leads to continued sales.

Ed Sims, corporate general manager, sums up the firm's dealer philosophy. "The dealer represents Swintec to the end user," he explains. "The user doesn't buy a product from a factory distribution center or from corporate headquarters. He buys it from his local dealer.

"The dealer makes it all work. He is the key to Swintec's continued success."

Meeting dealers' needs

Just as the dealers represent Swintec to their customers, the factory distribution centers represent Swintec to the dealers. Each center provides the dealers in its region with sales and technical assistance. This includes sales and service support, as well as product inventory, parts and supplies.

A Lot Of People Are Surprised We Made It

swintec 8016

It's true. When most folks think about typewriters, Swintec isn't the first name that pops into their heads.

We're not a household name like the company that's represented by famous television actors.

Or the one that's famous for their copy machines.

But that's who people think of.

It just isn't fair.

Not that we have anything against those companies, mind you. We do have something on them, though. Our Swintec 8016 typewriter. It's priced well below comparable models, yet comes equipped with standard features they don't have. Like a computer interface, copy function and global search and replace.

It's innovative features like these that've caught the industry by surprise. And sent people dashing off to our competitors asking for their 8016 typewriter.

Imagine their surprise when they discovered that neither of the industry's "Big Two" make an 8016.

Number Three does, though.

That's us. We're Swintec. We made it.

Surprise.

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CORPORATION
We Made It

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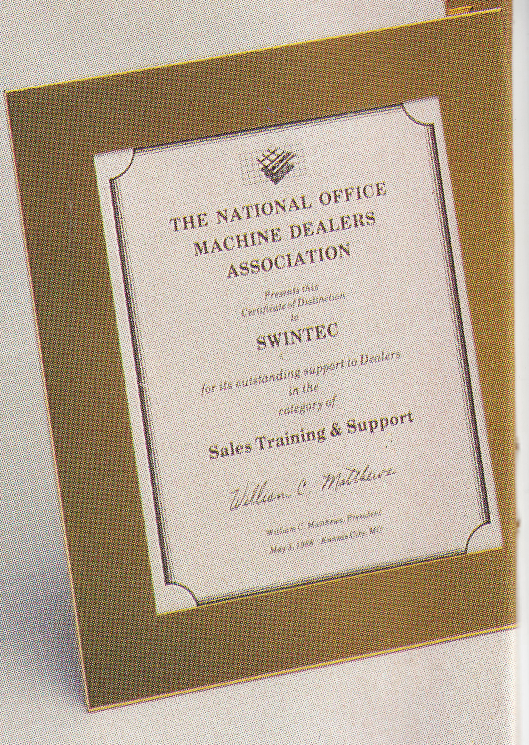
We're Not Resting



THE NATIONAL OFFICE
MACHINE DEALERS
ASSOCIATION
Presents this
Certificate of Distinction
to
SWINTEC
for its outstanding support to Dealers
in the
category of
Sales Training & Support
William C. Matthews
William C. Matthews, President
May 3, 1988 Kansas City, MO

Thank you NOMDA dealers. Your votes made Swintec one of only nine companies in a field of 300 to win top honors in NOMDA's first annual Manufacturers and Distributors Award Competition.

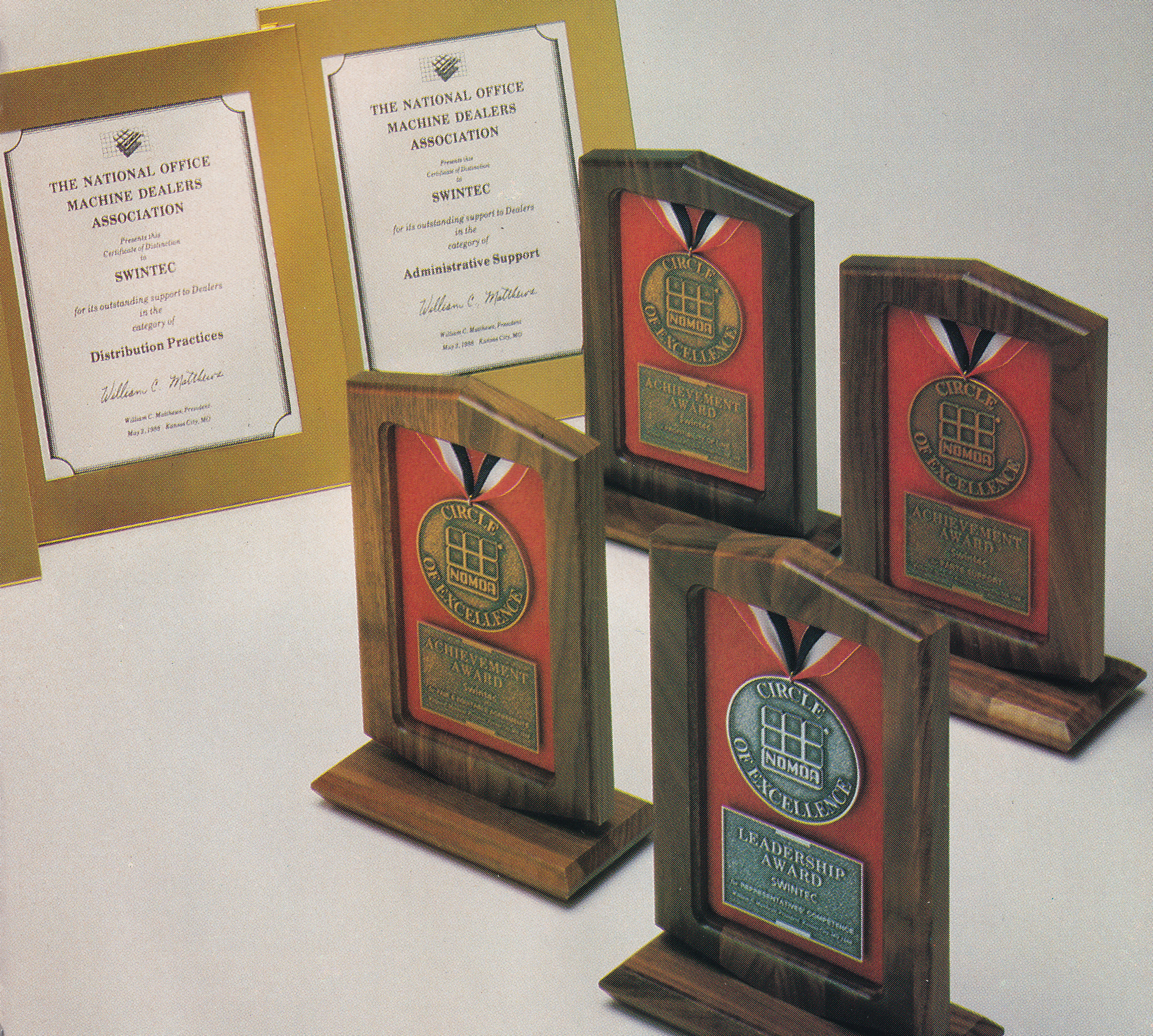
We're especially proud that all seven of these awards recognize our ongoing commitment to dealer support. Our dealers are one of our most important assets. We rely on you, and you alone, to sell our full line of office products.

You stood behind us in this competition as you have in others. And we'll always stand behind you with the best in:

- Service Training
- Technical Support
- Sales Support
- National Advertising
- Literature and other Sales Aids
- And so much more

We're grateful for your loyalty, and we promise to live up to the honors you and NOMDA have bestowed on us this year. Stop by to see our full line of Swintec products at booth #314, and let us thank you in person.

On Our Laurels


THE NATIONAL OFFICE
MACHINE DEALERS
ASSOCIATION

Presents this
Certificate of Distinction
to

SWINTEC

for its outstanding support to Dealers
in the
category of

Distribution Practices

William C. Matthews

William C. Matthews, President
May 3, 1988 Kansas City, MO

THE NATIONAL OFFICE
MACHINE DEALERS
ASSOCIATION

Presents this
Certificate of Distinction
to

SWINTEC

for its outstanding support to Dealers
in the
category of

Administrative Support

William C. Matthews

William C. Matthews, President
May 3, 1988 Kansas City, MO

CIRCLE OF EXCELLENCE
NOMDA
ACHIEVEMENT AWARD
CIRCLE OF EXCELLENCE
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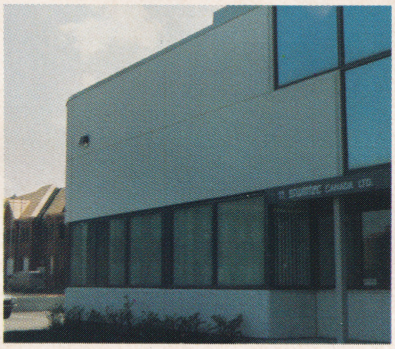

Swintec has nine factory distribution centers (FDCs). Eight are in the continental United States, and one is in Canada. Employees in the FDCs work closely with Swintec's 2,000 authorized, independent dealers to service business users in the U. S. and Canada, as well as in Central and South America.

"The dealers' needs can be met quickly because each FDC is located close to its regional network of dealers," explains Bill Hosford, president of the Southeast FDC, which is located in Lilburn, Georgia. "From an operating standpoint, each FDC *is* Swintec in its own area."

"All the FDCs have 800 numbers so we're accessible at all times to dealers with questions on Swintec products," adds Dave DeGlopper, vice president of the North-Central Midwest FDC, which is located in Waukesha, Wisconsin. "If there is a problem, a dealer can get an immediate response and not have to work his way up an ivory tower."

"A major advantage of our distribution system is that we know our geographic areas," says Patti McWilliams, vice president and general manager of the Columbus, Ohio-based FDC, which services the Northeast-Central states. "The heads of the factory distribution centers are attuned to local business conditions and to the personalities and needs of their dealers.

"For instance, I'm situated close to the dealers I serve, and I know what's going on economically in my region. I'm not located at some distant spot where conditions are different."

Swintec's factory distribution centers have representatives who are in constant contact with dealers. For example, McWilliams says that they have four outside representatives who call on dealers regularly to provide whatever assistance may be required to help them pursue sales.

"During a typical week, our representatives will make calls on dealers every day," she explains. "They may train new salespeople one day, do a product demo the next day and prospect a new area for a dealer the third day."

An FDC's representative may also accompany a dealer's salesperson on a sales call—but only if the dealer thinks it's a good idea.

"Our people go out with dealers for demonstrations on some models if the dealers request it," says Alan Sugerman, co-manager of the Burlington, Massachusetts-based FDC, which services the six New England states. "Basically, the dealers make the sales. We just try to help them as much as we can."

Conducting classes

The factory distribution centers conduct regular classes for dealers' salespeople. The classes cover both general sales techniques and selling points geared specifically toward Swintec products.

> **" When a dealer calls in an order, we can ship that order the same day. "**

"We bring the dealers' people in for seminars on advanced marketing and technical training," says Dennie Clark, president of the FDC in Dallas, Texas, which is the distribution center for the Southern Midwestern states. "We give them general instructions on how to sell—the opening and the closing, for instance. We also train them to market an electronic typewriter."

"Obviously, we cover the Swintec product line," adds McWilliams. "But we also go into detail on how to do a demo and close a sale.

"Often, dealers want to sell machines to users who have very specific applications. Our representatives can show the dealers how to set up these applications. They can even accompany the dealers' salespeople to the user's office to make sure the applications will work."

The kind of training classes offered and the frequency with which they are conducted vary among the factory distribution centers. For instance, dealers in the states serviced by McWilliams' FDC send their sales and service people to Columbus, Ohio, for classes. These classes are held on a monthly basis.

This approach won't work for the Los Angeles-based FDC for the Western states, says David Dorsey, president. He explains that the large geographical area of this FDC—it covers 13 western states, including Hawaii and Alaska—prevents him from bringing dealers to his Los Angeles facility.

"Instead, we send our trainers monthly to a convenient site—usually a hotel within easy traveling distance from dealers in a specific area," Dorsey says. "We inform the dealers of the time and place of these classes."

The FDC in Moonachie, New Jersey, which handles the Northeastern states (excluding New England), takes yet another approach. James Mokhiber, general manager, says that his FDC normally conducts two kinds of meetings with dealers.

"We hold local meetings every two weeks for technical or sales training," he explains. "These are for our dealers within a state or part of a state.

"We also hold large meetings for all dealers in our distribution territory twice a year at a location near our headquarters. These meetings build camaraderie on a larger scale."

Distance between dealers can pose some unusual training challenges, according to George Mougios, district manager of Swintec in Miami, the FDC for South Florida and Central and South America. He finds that his foreign dealers are especially appreciative of the close rapport with Swintec.

"We travel to Central and South America at least once or twice a month to provide dealer training," Mougios explains. "We also call each of our dealers every week to see if they need support.

"For them, it's not like buying from a supplier in a distant country—a supplier they may only hear from every six months. Dealers tell me that if they do business with a company in Japan or Europe, it can take three or four months to get parts. But we can send the parts down with our representatives."

This level of support makes Swintec unique.

"The factory distribution centers exist to provide whatever the dealers need, from a complete inventory of parts and supplies to answering customers' questions," McWilliams says.

"When a dealer calls in an order, we can ship that order the same day, so that the dealer will have it fulfilled within two days from any of our FDCs. Because the dealer knows we have parts and supplies available, he doesn't have to maintain a large parts inventory of his own."

"We also have staff people dedicated to answering questions about the operation of products," McWilliams continues. "For instance, an end-user might ask the dealer how to use automatic centering on the new 8016 Select Series typewriter.

"The dealer will call the factory distribution center. If we don't know the answer, we'll call Swintec headquarters in New Jersey."

Technical questions that require answers from Swintec headquarters are handled by Mike Mastrangelo at R&D. "I talk to a lot of people on the phone and also visit the FDCs," Mastrangelo says.

"Most of the calls I get involve technical questions. For example, a dealer may want to know how to interface one of our typewriters when it's used as an input device or as a letter-quality on-line printer with the 9500 typing system."

The Headquarters Connection

Ed Sims (seated) is Swintec's corporate general manager. Paul Lentini is director of the Swintec National Accounts Program (SNAP).

Swintec's headquarters operation in Moonachie, New Jersey, works very closely with the factory distribution centers on a number of areas. For instance, it handles product shipments to the FDCs; answers technical or sales questions from FDCs and dealers; and coordinates national advertising programs.

Though national marketing efforts are initiated at the corporate level, the object is to stimulate sales at the dealer level, according to Ed Sims. "National advertising builds name recognition among users and makes our products easier for our dealers to sell," he explains.

"When we get sales leads at corporate headquarters, we channel them back to the factory distribution centers. They, in turn, forward them to the dealers to make the sales calls."

Headquarters also coordinates the delivery of products to national and government accounts. These accounts purchase Swintec products for offices that are located in more than one distribution area.

All national account sales are coordinated by the Swintec National Accounts Program (SNAP) at headquarters. However, they are all channeled through dealers.

Here's how it works. Let's say that a large end-user organization wants to purchase Swintec products from a dealer located near its headquarters office. However, the firm wants these products to be installed in several other locations, as well.

The dealer near the customer's headquarters signs that corporation to a SNAP agreement, and then installs and supports the headquarters equipment. Swintec's National Accounts Department sees to it that dealers near the other user offices install and support the rest of the equipment.

The headquarters warehouse in Moonachie, New Jersey, ships products to the nine factory distribution centers.

Swintec's headquarters in Moonachie, New Jersey, coordinates the delivery of products to national and government accounts, as well as to the nine factory distribution centers.

Dealers in all the locations get credit for the sale. "For every national account order, there is a selling and possibly several installing dealers," says Paul Lentini, director of SNAP. "Dealer commissions are split between the selling dealer, who initiates the SNAP order, and the installing dealer, who installs and supports the equipment at the end-user locations."

This arrangement is fair to all parties, Lentini says. It also provides a high degree of flexibility.

"Once the sale is made," he explains, "the order is relayed to the appropriate factory distribution center. The FDC ships the equipment and coordinates dealer support for the delivery location."

For example, Morristown Typewriter Exchange, a Swintec dealer in Morristown, New Jersey, utilizes SNAP to sell Swintec products to several national corporations that have their headquarters in northern New Jersey. According to the firm's president, Harry Simon, Morristown Typewriter Exchange makes the initial presentation of SNAP to a national account headquarters operation that purchases machines for its branch locations.

Morristown Typewriter Exchange then relays the order to the National Accounts Department at Swintec headquarters. The National Accounts Department makes sure that the order is shipped from the factory distribution center that is closest to each of the national account's branch locations. And the FDC sees to it that the machines are installed by the Swintec dealer that is closest to each customer branch office.

The case of one customer, Simon says, involved more than 20 separate dealers for different customer locations nationwide.

"Having eight factory distribution centers in the U. S. gives Swintec the ability to deliver products faster than many other manufacturers that might have no more than two or three shipping points nationally," Simon says. "We are able, if necessary, to deliver products to customer locations literally overnight."

What does this mean to the end-user? Companies that buy Swintec products can count on top-quality machines, quick delivery, skilled installation and ongoing support.

Because of these benefits, a growing list of major corporations utilize SNAP to purchase Swintec products. These firms include Nabisco Brands, Equitable, Eastern Airlines, Weyerhaeuser Company and Lorimar Telepictures.

Robert Livengood, vice president of finance for the National Automobile Club, headquartered in San Francisco, has been a National Accounts customer for the past year. He purchases equipment for four regional California offices.

Livengood is very impressed by the speed of delivery from Swintec's factory distribution centers. "When Swintec gives me a delivery date, I can bank on it," he says. "I know the shipment will be there when Swintec says it will."

And, once the products are delivered, they perform as promised. "I have never gotten a single complaint about Swintec equipment," Livengood reports.

A Well-deserved Reputation

Dave DeGlopper, of the North-Central Midwest FDC, explains the reasons for Swintec's sterling reputation among its dealers. "To begin with, Swintec has a good quality product," he explains. "Swintec products have a less than one percent defect rate in the field. That level of quality is a boon to both dealers and end-users.

"In addition, dealers like our single channel of distribution. They know they are not going to be competing with a direct sales force.

"These factors make dealers want to handle Swintec products. That's why Swintec is the third largest seller of electronic typewriters in the U.S.—ahead of more widely known names."

The benefits of this reputation can be seen at work in Canada. There, Ted Grinstead, manager of Swintec Canada, located in Richmond Hill, Ontario, has been breaking new ground for the company. Though only in the beginning of its second year of operation, the newest of Swintec's FDCs already supplies and services 75 dealers in Canada.

"We sell the philosophy of the company, not specific machines or features," Grinstead says. "The quality of the product has never been in question.

"There aren't many dealers in Canada that I've run into who haven't heard of Swintec. Our list of dealers could be twice as big, or bigger, if we wanted to do business just by taking orders. But we don't need to sell just for the sake of selling. We want the right dealers."

Swintec has attracted interest far and wide—thanks to its established reputation for quality and service.

According to George Mougios, of Swintec in Miami, "The quality of the products and the quality of the service are very important. But dealers telling other dealers is the best advertising for Swintec.

"A dealer told me of a meeting held in Mexico for dealers from all over Central and South America. It was held by a Japanese manufacturer of office machines.

"One dealer from Peru told the Japanese company representatives, 'If you want to know about service and support, go to Swintec. You'll learn something from them.'

"And that's not an isolated instance. It's a reflection of Swintec's continuing efforts and a reason for its success."

Selling to the public sector

Coordination of a similar kind is handled by Swintec headquarters for sales to schools and to local, state and federal governments. Tibor Koncz, director of government contracts, provides FDCs and interested dealers with information on how to market to the public sector.

"We give our dealers and factory distribution centers information on competitive products," Koncz explains, "along with hints on how to get government business and prepare bids. If a dealer wants help on how to respond to bids, we have a booklet that explains all areas of government purchasing.

"It tells a dealer what he should think of before a bid is out, how to prepare a bid, how to solve problems once a bid is awarded, and what can be done in the future to increase sales.

"Government sales are handled in conjunction with the FDCs. They carry the inventory for the dealers."

swintec®

Portable electronic typewriter boasts desktop features

Model 2500 is a portable electronic typewriter with a full-sized keyboard and desktop features, plus memory. Up to 5,000 characters of text with format codes can be stored in up to 50 files. A correction memory permits corrections to a full line of typed text. Optional features include SPELLPROOF, an 80,000-word dictionary, and an interface that permits the 2500 to be used as a printer.

Four typing modes are featured on display typewriter

The 3500 Special Edition includes a 32-character Liquid Crystal Display (LCD) screen and four typing modes: Normal Printing, as a normal typewriter without the display; Line Printing, displaying a line of text before it is printed; Justified Printing, justifying right and left margins; and Storage Printing, storing up to 5,000 characters (expandable to 13,000) in up to 50 files. Options include the SPELLPROOF 80,000-word dictionary and an interface that permits the 3500 to be used as a printer.

Desktop electronic typewriter has 2,000-character memory

The 3200 Special Edition desktop electronic typewriter includes automatic decimal tab settings, centering, underlining and boldface. A 2,000-character memory allows storage of text and formats in up to 50 files. Options include the SPELLPROOF 80,000-word dictionary and an interface that permits the 3200 to be used as a printer.

Electronic typewriter provides 4,000-character memory

Standard features on the 4000 electronic typewriter include a 4,000-character memory for storage of text in up to 50 files and a 300-character correction memory. The machine also offers Alpha-Lock, for typing capital letters and numerals without using the shift key, and Keyboard II, which adds 10 characters to the standard keys. Options include SPELLPROOF, an 80,000-word dictionary, and an interface that permits the 4000 to be used as a printer.

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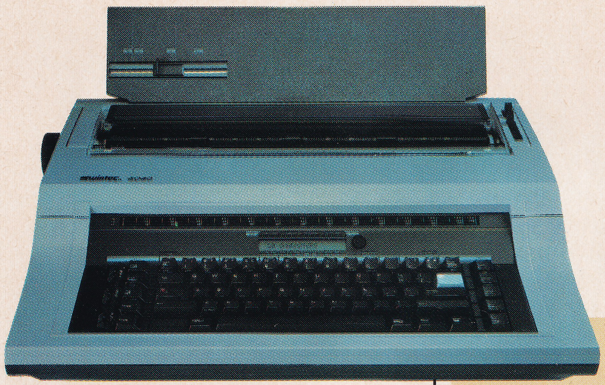
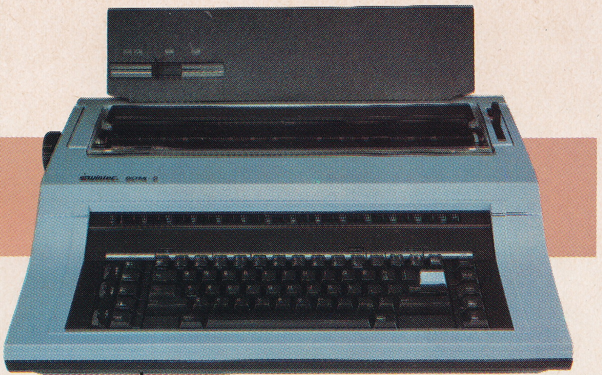


Display and memory are featured on electronic typewriter

The 4040 electronic typewriter features a 20-character Liquid Crystal Display (LCD) screen and a 12,000-character memory, plus a 300-character correction memory. Other standard features include automatic search, automatic centering, underlining and Alpha-Lock, for typing capital letters and numerals without using the shift key. Options include the SPELLPROOF 80,000-word dictionary and an interface that permits the machine to be used as a printer.



Typewriter features correction memory and wide carriage

The 8014 S electronic typewriter features a full-line, 202- character correction memory and a 30-character buffer memory. It also offers a 16-1/2″ carriage and a motor-driven paper injector. A Keyboard II key accesses 10 extra characters, such as footnote numbers and bullets. Repeat capability is offered on all keys. SPELLPROOF, an 80,000- word dictionary with a 300-word custom dictionary, is optional.

Display typewriter offers communications interface

The 8016 S Select Series Electronic Typewriter provides a 16,000-character memory and a merge feature that combines phrases and text for creating form letters. The machine includes a 32-character Liquid Crystal Display (LCD) screen and an RS-232-C computer communications interface. Options include the SPELLPROOF dictionary; Centronics parallel interface; external floppy disk drive; memory expansion up to 32,000 characters; and an automatic sheetfeeder.

Full-featured typing station has floppy disk drive and CRT

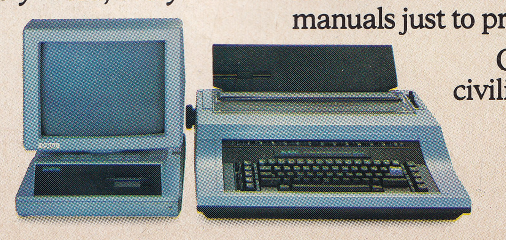
The 9500 Display Typewriter is a full-featured word processing typing station. It is controlled and operated by the 8014 KSR, which functions as both a keyboard input device and a bidirectional printer. The 9500 features a 3-1/2″ micro-floppy disk drive and a full-page Cathode Ray Tube (CRT) display screen. Word processing features include help screens; word wrap; automatic pagination; mail merge; forms fill-in; global search and replace; and automatic text formatting. Options include an additional disk drive, SPELLPROOF dictionary and a sheetfeeder.

For More Information on Swintec Circle 101

The Typing System For Those Who Hate PCs

Try not to get carried away. You'll be tempted, of course. Especially after you see your work on the 9500's big screen and realize that every word, every character you typed appears exactly as you entered it—including subscripts and double underlining.

But then, this should come as no surprise. After all, we're not a computer company. We're Swintec, and we make typewriters. Which is why our 9500 uses an electronic typewriter for input—not some newfangled keyboard. Good news for those who've had to grapple with operations manuals just to produce a memo.



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